

CLAIM AMENDMENTS

The following listing of claims replaces all prior versions and listings of claims in the present application:

Claim 1: (currently amended) A system for ordering cable television events, said system comprising:

a switch for receiving calls, said switch adapted to receive the caller's calling number and the called number;

an automatic voice response unit for providing recorded voice response, said automatic voice response unit configured with multiple applications;

a data storage component configured with customer information and event information, said customer information including account number and calling number data and said event information including a cable television event title;

a temporary data container for storing customer data received from said data storage component for use in call processing;

wherein said system is configured to retrieve said customer data from said data storage component based on said calling number and to store said customer data in said temporary data container for use in subsequent call processing applications of said automatic voice response unit; and

wherein said system is configured to send said customer account number and said called number to said automatic voice response unit and wherein a called number based application retrieves said event from said data storage component using said called number, wherein each event is associated with its

own called number, and wherein said customer account number obtained from said calling number is automatically associated with said ordering of said event.

Claim 2: (previously presented) A system according to claim 1 wherein said event is a pay-per-view ("PPV") movie or other special event.

Claim 3: (previously presented) A system according to claim 1 wherein one of said multiple applications on said automatic voice response unit is a menu based pay-per-view ("PPV") application.

Claim 4: (canceled)

Claim 5: (original) A system according to claim 1 wherein said system is configured with called number parameter tables that dictate predetermined call processing based on said called number.

Claim 6: (original) A system according to claim 1 wherein said calling number and called number data and caller account number is stored in said temporary data container.

Claim 7: (original) A system according to claim 1 further comprising multiple data variables used to hold predetermined data and wherein said data variables are used to transmit data between said switch and said automatic voice response unit.

Claim 8: (original) A system according to claim 1 further comprising a live agent station in communication with said switch.

Claim 9: (original) A system according to claim 1 wherein said customer data is retrieved from said data storage component and stored in said temporary data container prior to engaging a predetermined automated voice response application.

Claim 10: (original) A system according to claim 9 wherein said customer data includes credit data.

Claim 11: (original) A system according to claim 10 wherein said customer is transferred to a live agent if said customer's credit data represents a bad credit rating.

Claim 12: (previously presented) A system according to claim 1 wherein said multiple applications on said automatic voice response unit include a called number based pay-per-view ("PPV") application, a menu based PPV application, and a call routing application wherein said call routing application performs the function of retrieving customer data from said data storage component.

Claim 13: (previously presented) A system according to claim 12 further comprising a PPV parameter table configurable to customize said PPV applications, and wherein

said PPV applications reference said PPV parameter table to determine how to process the call.

Claim 14: (currently amended) A method for ordering programming events, said method comprising the steps of:

- receiving a call at a switch;
- obtaining the calling number and the called number;
- retrieving customer data from a database based on said calling number;
- storing said retrieved customer data in a temporary storage location for use during said call;
- running an automatic voice response application for cable television event ordering wherein said automatic voice response application for ordering is further comprised of the step of retrieving a cable television event from said database based on said called number, wherein each cable television event is associated with its own called number and wherein said customer data includes an account number obtained using said calling number and wherein said automatic voice response application for ordering uses said account number and said called number to retrieve said cable television event and automatically associates said caller's account number with said ordered event.

Claim 15: (previously presented) The method of claim 14 further comprising the step of:

- receiving a PIN number from a customer and receiving event data including an event rating for an ordered program event;

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obtaining a customer rating based on said PIN; and
comparing said customer rating with said event rating to determine whether said
customer is allowed to order the event.

Claims 16-20: (canceled)